



www.wlwt.com

**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

# CONTRACT

<u>Contract / Revision</u> 943994 /		<u>Alt Order #</u> 06289700
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Estimate #</u> 997
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/28/12 / 08/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Mentzer Media Services**  
**600 Fairmont Ave**  
**Suite 306**  
**Towson, MD 21286**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	09/25/12	09/28/12	6-7a news	6-7a		:30			NM	8	\$6,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-TWTF--				8	\$800.00			
D 2	WLWT	09/25/12	09/28/12	NBC Today Show	7-9a		:30			NM	0	\$0.00
3	WLWT	09/25/12	09/28/12	NBC Today Show II	9-10a		:30			NM	8	\$5,600.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-TWTF--				8	\$700.00			
4	WLWT	09/25/12	09/28/12	12-1230p M-F news	12-1230p		:30			NM	8	\$2,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-TWTF--				8	\$250.00			
5	WLWT	09/25/12	09/28/12	DR OZ EF	4PM-5PM		:30			NM	4	\$1,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-TWTF--				4	\$350.00			
6	WLWT	09/25/12	09/28/12	5-530p M-F news	5-530p		:30			NM	8	\$6,800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-TWTF--				8	\$850.00			
7	WLWT	09/25/12	09/28/12	530-6p M-F news	530-6p		:30			NM	8	\$6,800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-TWTF--				8	\$850.00			
N 8	WLWT	09/25/12	09/28/12	6-630p M-F news	6-630p		:30			NM	8	\$8,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-TWTF--				8	\$1,000.00			
N 9	WLWT	09/25/12	09/28/12	NBC Nightly News	630-730p		:30			NM	0	\$0.00
		Class of Time - Immediately Pre-emptible without notice										

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Contract Dates	Product	Estimate #
09/25/12 - 10/01/12	CROSSROADS GPS	997

Advertiser	Original Date / Revision
Crossroads GPS	08/28/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Week: 09/24/12 09/30/12 -TWTF-- 4 \$1,000.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WLWT 09/24/12-09/30/12 NBC Nightly News 630-730p -TuWThF---- :30 \$1,000.00 NM Credited 2 WLWT 09/24/12-09/30/12 NBC Nightly News 630-730p -TuWThF---- :30 \$1,000.00 NM Credited 3 WLWT 09/24/12-09/30/12 NBC Nightly News 630-730p -TuWThF---- :30 \$1,000.00 NM Credited 4 WLWT 09/24/12-09/30/12 NBC Nightly News 630-730p -TuWThF---- :30 \$1,000.00 NM Credited												
N 10	WLWT	09/25/12	09/28/12	7-730p	7-730p		:30			NM	4	\$4,000.00
Class of Time - Pre-emptible with notice												
Week: 09/24/12 09/30/12 -TWTF-- 4 \$1,000.00												
N 11	WLWT	09/25/12	09/28/12	730-8p	730-8p		:30			NM	4	\$4,000.00
Class of Time - Pre-emptible with notice												
Week: 09/24/12 09/30/12 -TWTF-- 4 \$1,000.00												
N 12	WLWT	09/25/12	09/29/12	11-1135p M-Su	11-1135p		:30			NM	5	\$8,500.00
Class of Time - Pre-emptible with notice												
Week: 09/24/12 09/30/12 -TWTF-- 5 \$1,700.00												
13	WLWT	09/29/12	09/29/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice												
Week: 09/24/12 09/30/12 -----2- 2 \$400.00												
N 14	WLWT	09/29/12	09/30/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	4	\$3,200.00
Class of Time - Pre-emptible with notice												
Week: 09/24/12 09/30/12 -----SS 4 \$800.00												
15	WLWT	09/30/12	09/30/12	NBC Sunday Today	Su8-9a		:30			NM	2	\$2,200.00
Class of Time - Immediately Pre-emptible without notice												
Week: 09/24/12 09/30/12 -----2 2 \$1,100.00												
N 16	WLWT	09/30/12	09/30/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
Week: 09/24/12 09/30/12 -----1 1 \$2,000.00												
17	WLWT	09/30/12	09/30/12	NFL Pre-Game	NFL		:30			NM	2	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												
Week: 09/24/12 09/30/12 -----2 2 \$1,500.00												
18	WLWT	09/30/12	09/30/12	NFL Regular Season	NFL		:30			NM	1	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												
Week: 09/24/12 09/30/12 -----1 1 \$3,000.00												
N 19	WLWT	10/01/12	10/01/12	6-7a news	6-7a		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice												

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09/25/12 - 10/01/12	CROSSROADS GPS	997

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/28/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	2-----				2	\$800.00			
N 20	WLWT	10/01/12	10/01/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$1,500.00			
21	WLWT	10/01/12	10/01/12	NBC Today Show II	9-10a		:30			NM	2	\$1,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	2-----				2	\$700.00			
22	WLWT	10/01/12	10/01/12	12-1230p M-F news	12-1230p		:30			NM	2	\$500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	2-----				2	\$250.00			
23	WLWT	10/01/12	10/01/12	DR OZ EF	4PM-5PM		:30			NM	1	\$350.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$350.00			
24	WLWT	10/01/12	10/01/12	5-530p M-F news	5-530p		:30			NM	2	\$1,700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	2-----				2	\$850.00			
25	WLWT	10/01/12	10/01/12	530-6p M-F news	530-6p		:30			NM	2	\$1,700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	2-----				2	\$850.00			
N 26	WLWT	10/01/12	10/01/12	6-630p M-F news	6-630p		:30			NM	2	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	2-----				2	\$1,000.00			
27	WLWT	10/01/12	10/01/12	NBC Nightly News	630-730p		:30			NM	1	\$1,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$1,000.00			
N 28	WLWT	10/01/12	10/01/12	7-730p	7-730p		:30			NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$1,000.00			
N 29	WLWT	10/01/12	10/01/12	730-8p	730-8p		:30			NM	2	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	2-----				2	\$1,000.00			
N 30	WLWT	10/01/12	10/01/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$1,700.00			
31	WLWT	09/25/12	09/28/12	NBC Today Show	7-9a		:30			NM	4	\$6,000.00
		Class of Time - Immediately Pre-emptible without notice										

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<u>Advertiser</u>	<u>Original Date / Revision</u>
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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12   09/30/12   -TWTF--   4   \$1,500.00												
N 32	WLWT	09/25/12	09/28/12	6-630p M-F news	6-630p		:30			NM	4	\$4,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12   09/30/12   -TWTF--   4   \$1,000.00												
<b>Totals</b>											<b>104</b>	<b>\$94,150.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	85	\$77,700.00	\$66,045.00
10/01/12 -10/01/12	19	\$16,450.00	\$13,982.50
<b>Totals</b>	<b>104</b>	<b>\$94,150.00</b>	<b>\$80,027.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Lauren Schumacher  
do hereby request station time concerning the following issue:

Crossroads GPS
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

<b>Total Charges:</b>	\$	GROSS
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This broadcast time will be used by: Crossroads GPS

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

5/17/12 \_\_\_\_\_ 703 535 3390  
Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title



Client Information Request Form  
Issue

Advertiser Group Name: Crossroads Grassroots Policy Strategies

Address: 1401 New York Avenue, NW, Suite 1200

City, State & Zip Code: Washington, DC 20005

Phone: (202) 559-6428

Fax: (202) 347-5009

Executive Director or  
President Steven Law, Director

Group Treasurer Margee Clancy